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Approved by:

Scott R. Reynolds

South Africa

Prepared by:

Margaret N. Ntloedibe

Report Highlights:

This report supersedes SF3006. South Africa's agricultural imports for 2002 amounted to R16.3 billion (approximately \$1.55 billion), a 41.6% increase from 2001. The leading suppliers were from Argentina (R1.9 billion), United States (R1.3 billion), Brazil (R1.1 billion), United Kingdom (R0.987 billion), and Australia (R0.948 billion). Principal imports included rice, wheat, soybean meal and oil, tobacco and cotton. From the USA rice, planting seeds, hardwood lumber, wheat and animal fats were South Africa's 2002 major imported agricultural commodities. South Africa has reduced tariffs rates from an import-weighted average tariff rate of more than 20% to 7%.

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SECTION I: MARKET OVERVIEW

South Africa has a market-oriented agricultural economy and is a net exporter of agricultural products. Although South African agricultural production has almost doubled over the past 30 years, erratic weather has caused significant production variations from year to year. During 2002, the volume of agricultural production was 3 percent higher than in 2001. The country is self-sufficient in primary foods with the exception of wheat, oilseeds and rice. South Africa's gross farm income for 2002 increased by 18.6 percent and amounted to R57.8 billion. Rice, planting seeds, hardwood lumber, wheat and animal fats were South Africa's 2002 major imported agricultural commodities.

The United States is a major supplier of agricultural products to South Africa. However, in recent years U.S. exports have been negatively impacted by the decline in the value of the Rand relative to the US dollar. The value of the South African Rand has fallen from an average of 4.30 in 1996 to over 13 Rand per dollar in December 2001. Subsequently it has strengthened to about 7.3 Rand per dollar in September 2003. Time will tell if a stronger Rand will lead to increased imports. Food and beverage prices are monitored by Food Price Monitoring Committee. The Committee reports that basic food prices are decreasing due to the strengthening of the rand.

The South African food and beverage market is becoming increasingly sophisticated, supplied by both local and imported products. South Africa is aggressively marketing local products and has introduced the "Proudly South African" campaign whereby consumers will associate the campaign with products and services made in South Africa. Sources reports that recognition of the Proudly South African logo has grown from 10% to 64% with 32% of the population having seen the logo on products. Currently 20%-30% of the population are consciously buying products with the logo on it. South African consumers now enjoy access to organically grown fruits and vegetables while having more brands to choose from on grocery shelves. Also retailers, for example Pick n Pay and Boxer have opened stores in the townships, places that have historically been underserved by large supermarket style stores.

Consumers in South Africa may enjoy new choices, but price sensitivity rules their behavior. A source survey in 2002 found that 47.8% base their decisions on price and 16.9% buy store brands (private labels specific to a chain supermarket) because they are good value for money. Only 13.4% mentioned quality as a motivator, while 4.3% perceived the store brand to be equal to branded items. Store brand sales in the major stores increased by 0.2% in 2002. South African store brand sales increases have been driven by Pick n Pay Supermarkets and Spar stores with Spar's annual revenue growth increasing from 9.8% in 2000, 10.8% in 2001 and reaching 11.7% in 2002, while Pick n Pay Supermarkets went from 11.2% in 2000 to 10.8% in 2001, and back up to 11.2% in 2002. Store brands are outgrowing the market in all categories except toiletries and confectionery. Branded beverages grew at 17.7% while store label beverages saw a 25.8% growth. Household brands grew at 15.6% and store label household products had a 23.9% growth. Checkers Hyper and Shoprite Checkers experienced a decline in share likely because of their store brands were less emphasized..

South Africans have always been big meat eaters, with fish often a second choice of shoppers.

The demand for fish has increased, however, and now more consumers are eating fish as a healthy alternative to meat as they realize the positive benefits of adding fish to their diets.

Table: Agricultural trade between US and South Africa for calendar year 2002.

South Africa's Imports from US		South Africa's Exports to US	
Jan - Dec 2002	(\$1,000)	Jan - Dec 2002	(\$1,000)
Rice	15,299	Other Fresh Fruit	29,588
Planting Seeds	12,477*	Raw Beet & Cane Sugar	20,581
Hardwood lumber	11,172	Processed Fruit & Vegetables	19,896
Wheat	8, 551	Fruit & Vegetable Juices	16,926
Animal Fats	5,301	Wine and Beer	15,341*
Panel products (incl plywood)	4,965	Tree Nuts	10,145*
Vegetable oils (excl soybean oil)	3,786	Nursery Products & Cut Flowers	3,998*
Poultry meat	2,887	Spices	2,477*
Agricultural Total	148,268	Agricultural Total	136,690*
Agric, Fish & Forestry Total	168,388	Agric, Fish & Forestry Total	195,069

The increase in the Dollar value of US exports to South Africa is mainly as a result of the weak Dollar. The increase in South Africa's exports to the United States is attributed to the effect of African Growth and Opportunity Act (AGOA) and the strong Rand. *Denotes highest export levels since at least CY 1970.

A. U.S. Market Position:

South Africa's total agricultural imports for 2002 amounted to R16.3 billion, a 41.6 percent increase from 2001. The largest exports were from Argentina (R1.9 billion), United States (R1.3 billion), Brazil (R1.1 billion), United Kingdom (R0.987 billion), and Australia (R0. 948 billion). Rice, planting seeds, hardwood lumber, wheat and animal fats were South Africa's 2002 major imported agricultural commodities from the USA.

B. Advantages and Challenges facing Sales of U.S. Products in South Africa

Advantages	Challenges
South African consumers view U.S. products as high quality.	Limited knowledge of retailers and consumers of the variety and quality of U.S. products.
South African importers seek suppliers who can offer reliable and quality products at competitive prices.	Challenges for U.S. suppliers to respond to tradelead inquiries in a time fashion.
The growing retail industry needs imported food and beverage products.	Already acquired tastes and preferences for traditional locally produced products.
Opportunities exists for niche products.	Competition from other countries and locally produced products.
Transparent import regulations.	A large proportion of the population has very limited disposable income.
A steady decline in tariff levels for most products.	

SECTION II: EXPORTER BUSINESS TIPS**A. Local Business Customs:**

Generally, business hours are weekdays from 8:00 a.m. to 1:00 p.m. and 2:00 p.m. to 4:30 p.m. Most offices observe a five-day week, but shops are generally open from 8:30 a.m. to 5:30 p.m. and 8:30 a.m. to 1:00 p.m. on Saturdays. Banks are open weekdays from 9:00 a.m. to 3:30 p.m., and Saturdays from 8:30 a.m. to 11:00 a.m. The monetary unit of South Africa is the Rand (R), which is divided into 100 cents (c). Shopping is similar to that in the United States, with large and very modern shopping centers. Almost everything is available.

B. Trade and Marketing Services:

Franchising: According to the Franchise Association of Southern Africa (FASA), the number of franchises grew by at least 33 percent in number over the past twelve months, with service-orientated franchises making the greatest impact. There are currently some 398 reputable franchisors in South Africa, 160 of whom are members of the Association. FASA's members currently account for almost 10,000 franchise outlets with sales estimated at more than USD 6.8 billion during 1996/7. 82% of franchisors are locally developed concepts. The remaining 18% of franchised systems, which operate under master license agreements with international franchisors come from the US, Australia, Canada and Europe. Since 1994, the retail turnover of franchised systems has shown an average annual growth of 54.6%. Turnover generated by franchised systems has increased by more than twice the general increase in spending based on

private consumption expenditure, showing the buoyancy of the franchise sector. The largest franchise sector in South Africa is the fast food sector, representing approximately 29 percent of the franchise industry.

Direct Marketing: Although South Africa's foreign exchange controls and import documentation requirements have been relaxed, it is recommended that U.S. companies contract with a South African agent or partner who would be responsible for marketing the product, holding stock, fulfilling purchasing transactions, and remitting revenue to the U.S. company. Companies interested in learning more about South Africa's mail order sector may contact the South African Direct Marketing Association.

Joint Venture/Licensing: Exchange control regulations stipulate that the South African Reserve Bank (SARB), must approve the payment of royalties. When a licensing agreement involves no manufacturing, the request for exchange control approval is sent directly to SARB. For a company interested in entering into a licensing agreement with a local company to manufacture a product in South Africa, the South African licensee must submit an application to the Industrial Development Branch of the Department of Trade and Industry. The application should include a draft licensing agreement and a questionnaire, (Form MP 337). The Department of Trade and Industry, in turn, will make a recommendation to the SARB. Additional information on licensing regulations can be obtained from the Directorate of Technology Promotion.

Steps in Establishing an Office: Foreign companies wishing to establish a subsidiary in South Africa must register it in accordance with the Companies Act of 1973. The Act, which is administered by the Registrar of Companies, regulates the formation, conduct of affairs, and liquidation of companies. The Act makes no distinction between locally-owned or foreign-owned companies. Companies may be either private or public.

C. Consumer Tastes and Preferences:

Consumers in South Africa may be becoming more sophisticated, but price sensitivity rules their behavior. A source survey in 2002 found that 47.8% base their decisions on price and 16.9% buy store brands because they are good value for money. Only 13.4% mentioned quality as a motivator, while 4.3% perceived the store brand to be equal to branded items. Store brand sales in the major stores increased by 0.2% in 2002.

In the last few years a wide range of new imported products have become available in the market. South African tastes and preferences are becoming more sophisticated and the average consumer is increasingly expecting a wide range of products on supermarket shelves. Local supermarkets are carrying more and more imported and speciality products. A new Pick n' Pay Fresh store brings a whole new meaning of shopping speciality foods by bringing a diverse selection of local and imported goods around the globe to supermarket shelves. Key considerations by consumers in making purchasing decisions are price and quality. The increasing buying power of the black sector of the population is having a positive effect on the market for imported food products. Customary buying patterns by consumers, supermarkets, wholesalers, distributors and chain stores remain largely intact. South African consumers, especially low-income wage earners, have a high degree of brand-loyalty. The staple food items are meat, dairy, fruit, vegetables, and

grains. Meat and corn meal are the dominant items in the diet of the black population.

D. Food Standards and Regulations:

South Africa is a member of the World Trade Organization (WTO) and follows the Harmonized System (HS) of import classification. South African shipments are eligible for Generalized System of Preferences (GSP) and African Growth and Opportunity Act (AGOA) treatment in the United States, which brings US tariffs on most goods to zero. US shipments to South Africa qualify for Most Favored Nation treatment.

There is free exchange of trade between South Africa and the other four countries (Botswana, Lesotho, Namibia, and Swaziland) comprising the Southern African Customs Union (SACU). There will also be substantially free trade between South Africa and the EU by 2008 as a result of the Free Trade Agreement between them. The Southern African Development Community (SADC) Free Trade Agreement should also allow the free exchange of goods among the 14 countries of the region when it comes into full effect.

A Trade, Development, and Cooperation Agreement containing a Free Trade Agreement (FTA) went into force between South Africa and the European Union on January 1, 2000. Under the FTA, the EU is committed to the full liberalization of 95 percent of South African imports over a 10-year transitional period, while South Africa is to liberalize 86 percent of EU imports over a 12-year transitional period.

Dumping: South African companies began submitting a number of antidumping petitions during the past five years. The Board of Tariffs and Trade (BTT) indicated that the increase in petitions had been expected as a result of tariffs being phased down. Previously, formula duties and even high ad valorem rates or specific duties were sometimes used to counter dumping. Due to South Africa's WTO binding commitments and tariff policy, however, this practice is no longer followed. The number of antidumping petitions filed decreased in 2002. While no new antidumping investigations against imports from the United States were instituted in 2002, antidumping duties remain on U.S. poultry. Please read SF3027 for further information on poultry duties.

Further reference is FAIRS Report SF3023.

E. General Import and Inspection Procedures:

Import Permits: All food consignments are subject to random checking and sampling at points of entry all over the country to ensure food items imported into the country are safe and comply with the prescribed standards and regulations. International freight forwarders normally handle documentation and other formalities with authorities at entry points. Provided all necessary documents are in order, no problems or delays should occur in clearance of goods. Under the Import and Export Control Act of 1963, the Minister of Trade and Industry may control the import of certain goods into South Africa. The list of restricted goods has decreased in recent years. The products that still require import permits are fish and fish products.

Tariffs: Since 1994 South Africa has reformed and simplified its tariff structure in order to comply with its WTO commitments. It has reduced tariff rates from an import-weighted average tariff rate of more than 20 percent to 7 percent. Notwithstanding these reforms, importers have complained that South Africa's tariff schedule remains complex and can create uncertainty. Tariff rates mostly fall within eight levels ranging from 0 percent to 30 percent, but some are higher. There are high tariffs on imports of textiles and apparel.

Biotechnology: There has been an active debate in South Africa on products produced using modern biotechnology - often referred to as genetically modified organisms (GMOs). The Genetically Modified Organisms Act that came into force on December 1, 1999, aims to ensure that all activities involving the use of GMOs (including production, import, release and distribution) will be carried out in such a way as to limit possible harmful consequences to the environment.

Since 1999, some stores have promoted claims of selling a limited range of GMO-free products, while a few consumer groups have urged the Ministry of Health to introduce compulsory GMO labeling. The South African government issued draft regulations on the labeling of biotechnology products in mid-2002. The comment period has expired but the South African government has not yet issued the final regulation.

In June 2001, the South African government published the National Biotechnology Strategy for South Africa, a document that shows the South African government's intent to stimulate the growth of biotechnology industries. The document states that biotechnology can make an important contribution to national priorities, particularly in the area of human health, food security and environmental sustainability. Environmental and health groups continued to exert pressure on the South African government in 2003 to examine the safety of GMO foods.

Agricultural Standards: The Directorate of Plant Health and Quality with the National Department of Agriculture is responsible for setting standards for certain agricultural and agricultural-related products. This includes aspects such as composition, quality, packaging, marketing, and labeling as well as physical, physiological, chemical, and microbiological analyses. These standards are published pursuant to the Agricultural Product Standards Amendment Act of 1998 and the Liquor Products Act of 1989 in the form of regulations for products to be sold on the local market and in the form of standards and requirements for products that are intended for export. U.S. distilled spirits producers have complained that South African regulations that require a minimum alcohol content by volume (a.b.v.) for whisky, rum and other products limit the marketing of U.S. origin spirits that meet the international standard of 40 percent a.b.v.

The South African government requires prospective importers to apply for an import permit for certain controlled products. The import of irradiated meat from any source is still banned on public health grounds. U.S. horticultural producers have complained about various South African phytosanitary barriers on the importation of apples, cherries, and pears from the United States. They estimated that, if these barriers were removed, U.S. exports of each of these fruits could increase by \$5 million to \$25 million in annual sales to South Africa.

Further references are Trade Policy Report SF3009, and FAIRS Report SF3023.

SECTION III: MARKET SECTOR STRUCTURE AND TRENDS

A. Competition:

Exports: In 2002, South Africa's agricultural exports reached a total of about R26.8 billion up from 20.6 billion in 2001. United Kingdom (3.3 billion), Netherlands (R2.4 billion), Mozambique (R1.4 billion), United States (R1.4 billion), and Zimbabwe (R1.3 billion) were the country's five largest export destinations. South Africa's major exported agricultural commodities for 2002 were citrus fruit, sugar, grapes and corn.

Imports: South Africa's total agricultural imports for 2002 amounted to R16.3 billion, a 41.6 percent increase from 2001. The leading suppliers exports were Argentina (R1.9 billion), United States (R1.3 billion), Brazil (R1.1 billion), United Kingdom (R0.987 billion), and Australia (R0.948 billion). Rice, planting seeds, hardwood lumber, wheat and animal fats were South Africa's 2002 major imported agricultural commodities from the USA..

B. Distribution Systems for processed food products:

Retail: Retail trade outlets in South Africa offer the full spectrum available in the United States. These range from the neighborhood convenience drugstore (called a *café*), to the small general dealer, specialty stores handling a single product line (for example, clothing, electronics, furniture), exclusive boutiques, chain stores (groceries, clothing, toiletries, household goods), department stores, cash and carry wholesale-retail outlets, to co-operative stores serving rural areas. About 90 percent of inventories of consumer-ready products in these stores are domestically sourced. A major phenomenon in South Africa has been the evolution of hypermarkets, which sell large quantities of almost all consumer goods on a self-serve basis. The hypermarkets, located in suburban shopping centers/malls, have disrupted the traditional distribution chain by purchasing directly from manufacturers and bypassing the wholesaler, and with low margins achieving high turnover, thereby placing price pressure on all competing outlets.

Many U.S. exporters of consumer goods sell directly to South African retail organizations, such as consumer corporations, department stores, chain stores, and cooperative groups of independent retailers, which assume the functions of wholesale buying, selling, and warehousing.

For products of a technical nature, it maybe necessary to appoint an official After-Sales Agent in South Africa. This may be a company that does not import or market the product in question, but rather, because of its geographical reach, technical abilities and goodwill in the market, acts as the certified service agent. Appointing an appropriate after sales agent is crucial in ensuring that the product develops a respected reputation in the South African market.

Importers: In South Africa, only a few importers specialize in one product. Most importers are generalists who import a wide range of food products. It is important for an exporter to work with someone locally who knows the market well for the specific product in question. Agents

who represent one foreign supplier are also relatively rare.

Wholesalers: Catering Wholesalers: Catering wholesalers purchase food products from various manufacturers and resell these products predominantly to catering establishments. Catering wholesalers offer the establishments a variety of food products, and some carry a select product range of specially packed "housebrands". They also import large volumes of products that are sold to catering establishments.

Broker Agents: Broker Agents are mostly involved with state or other large food supply contracts. They tender for State contracts on behalf of different manufacturers. Some agents have their own warehouses and distribution facilities.

Distributor Agents: The Distributor Agent distributes food products on behalf of manufacturers without necessarily taking ownership of the actual products. A distributor is usually required to adhere to prices determined by the manufacturer and is paid a fee to distribute the products.

Contract and Independent Caterers: Contract and Independent caterers purchase food products directly from manufacturers, wholesalers, as well as from catering wholesalers.

C. Trends in Advertising and Trade Promotion:

South Africa has a sophisticated advertising industry. The four key players in South Africa's advertising industry are the Association of Advertising Agencies (AAA), the Association of Marketers (ASOM), and the two major media bodies, the National Association of Broadcasters (NAB) and the Print Media Association (PMA). Additional information can be obtained from the Association of Marketers and the Association of Advertising Agencies (see contact details at the end of the report).

When times are tough, coupon usage increases. This has been proven time and again in many countries around the world, and South Africa is no exception. The latest figures released by Coupon Clearing Bureau (Pty) Ltd show that in March 2003, South Africa enjoyed an increase of coupon redemption of 22 percent over March 2002. Redemption of In-store focus coupons (a company which utilizes plastic pouch point of purchase coupons), in-store promotion coupons and on-pack coupons (any coupon attached to the packaging, except for neck tags) rose from 2001 to 2002. In 2002 products sold with coupons in South Africa totalled over R221 million worth of sales.

D. Trends in Tourism:

Tourism in South Africa is a fast-growing industry, annually contributing between USD3 to 4 billion to the economy. According to the Department of Environmental Affairs and Tourism, 2002 tourist arrival statistics confirm that South Africa is the fastest growing tourists destination in the world, having attracted over 6.4 million tourist in 2001. South Africa has by far exceeded its projected tourism growth numbers, with overseas arrivals up by a massive 20.1% (just over 1.8 million) and a healthy 11.1% increase in total foreign arrivals over 2001.

All of South Africa's key markets have posted double digit growth for 2001, with Europe up 24.2% (1.252,710); North America defiantly up 9.2%, despite an overall general reluctance of its citizens to travel long haul; an increase of 20.7% from Asia and 14.5 from Australasia. Arrivals from Africa were up by a healthy 7.7% to almost 4.5 million, despite the significant 9.7% decrease from Lesotho, though this was offset by significant increases from Zimbabwe (+22.1%) and Botswana (+21.6%).

The UK and Germany again proved leading source markets in the European portfolio - 442,910 and 248,990 arrivals respectively - with China leading the pack out of Asia and Australasia with close to 37,000 arrivals, an increase of 24.5% over 2001 and Australia enjoying a 24.5 increase. Tourism has a great potential to create jobs in South Africa.

The tourism accommodation industry in South Africa provides a wide spectrum of lodgings - from the formal hotel sector to the informal holiday flats and cottages, game lodges and reserves, guest houses, youth hostels, and bed-and-breakfast inns. There are more than 1,500 licensed hotels in South Africa, of the estimated 30,000 rooms, about 46 percent are categorized as "not graded" while 20 percent are graded "four-star" or better. Rates are considered modest depending on the type of accommodations.

Tap water is safe to drink in most areas, and there is normally a selection of still and sparkling waters in restaurants. Eating customs and menus are similar to those in Western Europe. Tipping is lower than in Europe or the United States and ten percent is the typical rate. It is customary to tip porters and taxi drivers. The lack of five star accommodation, particularly on Durban beaches (situated in the Kwazulu-Natal province), has been an obstacle for tour operators looking for business in upmarket areas. A number of major development opportunities exist, with projects already under development and further sites already identified as prospective locations for the development of tourism infrastructure. For U.S. exports, key sectors identified as having the greatest commercial potential include information systems, marketing, design, architecture, finance and planning. The lack of local expertise in areas ranging from management skills to education and training creates an excellent opportunity for U.S. firms. Opportunities for U.S. investment may also exist in making tourist facilities accessible to the disabled.

The SA Government has introduced a policy of commercialization and privatization of certain of its National Parks to allow the private sector into that market. Furthermore the scope of government incentives schemes, announced during 2001, was extended to also include the tourism industry. The state-owned Industrial Development Corporation (ICD) has also prioritized tourism and increasingly provides the industry with financial assistance for medium to large commercial projects.

The fastest growing segment of tourism in South Africa is ecological tourism (eco-tourism), which encompasses fauna and flora, action holidays, and increasingly, local community empowerment and development. Linked to sound environmental management, growth in eco-tourism allows South Africa to make the most of its unique environmental heritage that contributes to sustainable socio-economic development and quality of life. South Africa's first three declared World Heritage Sites highlight the relationship and interdependence of tourism

growth with the protection and conservation of the environment. These sites - Robben Island, the Greater St Lucia Wetland Park and Sterkfontein Caves – reflect South Africa's rich cultural and natural heritage and are major tourism attractions. Their new status has benefitted local communities who participate in the resulting economic expansion.

E. Trends in Internet Sales:

Although South Africans have become increasingly involved in on-line commerce, growth has been slower than expected. At the end of 2000, the growth rate was 18 percent, or 362,000 Internet 'shoppers'. It is estimated that there will be approximately 1,800,000 by the end of 2003. Types of e-commerce transactions that are doing well in the local market include on-line Financial Services, i.e. banking and share dealing.

SECTION IV: PROSPECTS FOR HIGH VALUE PRODUCTS

South Africa is a net agricultural exporter and the value of agricultural products exported amounted to valued at \$2.54 billion in 2002 (at \$1=R10.52 average for the year). It is, however a very open economy, and imported agricultural products valued at \$1.55 billion during the same year. Principal imports included rice, wheat, soybean meal and oil, tobacco and cotton. Further processed products are gaining in importance.

Best products for bulk commodities depend on the local weather. The 2002/2003 season was favorable and South Africa produced a corn surplus while wheat imports flooded the local market. Plant oils and meals are still in short supply with the emphasis on soybean meal and oil, mainly supplied by Argentina due to a cost advantage. Planting seeds, pulses and consumer-oriented products appears to be showing growth while the stronger SA rand (\$1=R7.06) should assist these sales. Forest products sales are increasing again led by hardwood lumber and products sales.

The US is one of the major suppliers of rice and wheat to South Africa and has increased sales in several consumer-oriented products. One of the growth areas is in intermediate agricultural products, where for instance, planting seeds increased from (\$7.4 million) in 2001 to (\$12.5 million) in 2002. This is the highest export level of planting seeds since at least CY 1970. Animal fats increased from (\$1.2 million) in 2001 to (\$5.3 million) in 2002.

Table: Best prospects for increased US agricultural exports to South Africa: US Dollar million

Product	1999	2000	2001	2002	2003 Forecast
Course grains	32.7	8.7	2.2	46.6	50.00
Planting seeds	6.9	11.8	7.4	12.5*	20.00
Pulses	0.5	1.4	0.20	2.8	3.00
Wheat	12.7	15.6	4.4	8.6	10.00

Vegetable oils	0.9	2.7	1.9	3.8	4.00
Animal fats	0.8	0.7	1.2	5.3	10.00
Hardwood lumber	13.8	18.2	9.4	11.2	15.00

The increase expected for coarse grain is due to white corn imports necessitated by the regional food shortages. The best prospects for future US agricultural product sales to South Africa include bulk commodities such as course grains (\$50 million); intermediate products such as planting seeds (\$20.00 million); and forestry products such as hardwood lumber (\$15 million). Continued interaction between U.S. suppliers and South African importers and consumers of processed food products through events such as trade shows, trade missions and in-store promotions are the key means for increasing U.S. exports to the country.

SECTION V: KEY CONTACTS AND FURTHER INFORMATION

A. Following are some of the contact details of industries mentioned in the report.

Franchise Association of Southern African (FASA)

Tel:27-11-484-1285

Fax:27-11-484-1291

Contact: Mr. Nic Louw, Executive Director

website: <http://www.fasa.co.za>

Email:fasa@faso.co.za

South African Paper Industry

Tel:27-11-360-0000

Fax:27-11-816-1405

website: <http://www.sappi.com>

South African Direct Marketing Association

Tel:27-11-482-6440

Fax:27-11-482-1200

Contact: Mr. Davy Ivins, Executive Director

Department of Trade and Industry

Board on Tariffs and Trade

Tel:27-12-320-2085

Fax:27-12-320-2085/310-9500

Department of Trade and Industry

Directorate: Technology Promotion

Tel:27-12-310-9839

website: <http://wwwdti.pwv.gov/dtiwww>

South African Companies Regulatory Office

Registrar of Companies

Tel:27-12-310-9791

Fax:27-12-328-3051

website: <http://www3.dti.gov.za/sacro/>

Association of Marketers (ASOM)

Tel:27-11-706-1633

Fax:27-11-706-4151

Contact: Mr. Derrick Dickens, Executive Director

[Email:asom@pixie.co.za](mailto:asom@pixie.co.za)

Association of Advertising Agencies (AAA)

Tel:27-11-781-2772

Fax:27-11-781-2796

[Email:lizelle@aaaltd.co.za](mailto:lizelle@aaaltd.co.za)

Industrial Development Corporation of SA, Ltd (IDC)

Tel:27-11-269-3000

Fax:27-11-269-3116

Contacts: Mr. Khaya Ngqula, Managing Director

Mr. Ted Droste, General Manager

Website: <http://www.idc.co.za>

B. Post Contact

If you have any questions or comments regarding this report or need further assistance, please contact AgPretoria at the following address:

Foreign Agricultural Service

U.S. Embassy Pretoria, South Africa

Washington, D.C., 20521-9300

Tel:27-12-342-1048 ext. 2235

Fax:27-12-342-2264

[Email:agpretoria@fas.usda.gov](mailto:agpretoria@fas.usda.gov)

For more information on exporting U.S. agricultural products to other countries, please visit the Foreign Agricultural Service's website at: <http://www.fas.usda.gov>

A. KEY TRADE & DEMOGRAPHIC INFORMATION

Agricultural Imports From All Countries(US\$Mil) / U.S. Market Share (%)	1,405 / 8%
Consumer Food Imports From All Countries (US\$Mil) / U.S. Market Share (%)	362 / 8%
Edible Fishery Imports From All Countries (US\$Mil) / U.S. Market Share (%)	55 / 2%
Total Population (Millions) / Annual Growth Rate (%)	44/0.01%
Urban Population (Millions) / Annual Growth Rate (%)	22/1.9%
Number of Major Metropolitan Areas	9
Size of Middle Class(Millions) / Growth Rate (%)	20(est)/1%
Per Capita Gross Domestic Product (US Dollars)	10,000
Unemployment Rate (%)	37%
Per Capita Food Expenditure (USD bn)	126
Percent of Female Population Employed	27.8%
Exchange rate (US\$1=X.X local currency)	USD=R7.16

B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

South Africa Imports (In Millions of Dollars)	Imports from the World			Imports from the U.S.			U.S Market Share		
	2000	2001	2002	2000	2001	2002	2000	2001	2002
CONSUMER-ORIENTED AGRICULTURAL TOTAL	415	362	NA	40	28	19	10	8	0
Snack Foods (Excl. Nuts)	29	27	NA	1	1	<1	4	3	0
Breakfast Cereals & Pancake Mix	4	4	NA	1	1	<1	2	3	0
Red Meats, Fresh/Chilled/Frozen	52	36	NA	1	1	1	1	1	0
Red Meats, Prepared/Preserved	2	1	NA	1	1	<1	12	3	0
Poultry Meat	44	37	NA	9	1	3	20	3	0
Dairy Products (Excl. Cheese)	43	29	NA	1	1	<1	0	0	0
Cheese	9	8	NA	1	1	<1	3	3	0
Eggs & Products	1	1	NA	1	1	<1	27	25	0
Fresh Fruit	4	3	NA	1	1	<1	1	0	0
Fresh Vegetables	1	1	NA	1	1	0	0	14	0
Processed Fruit & Vegetables	35	30	NA	3	3	3	8	9	0
Fruit & Vegetable Juices	7	3	NA	1	1	<1	10	11	0
Tree Nuts	15	13	NA	3	3	2	17	21	0
Wine & Beer	12	8	NA	1	1	<1	0	1	0
Nursery Products & Cut Flowers	5	4	NA	1	1	<1	1	4	0
Pet Foods (Dog & Cat Food)	11	10	NA	2	2	<1	16	19	0
Other Consumer-Oriented Products	141	146	NA	20	17	7	14	11	0
FISH & SEAFOOD PRODUCTS	53	55	*30	2	1	1	3	2	0
Salmon	3	4	NA	1	1	<1	32	27	0
Surimi	0	1	NA	0	0	<1	0	0	0
Crustaceans	15	16	*9	1	1	<1	0	0	0
Groundfish & Flatfish	4	4	NA	1	1	<1	7	0	0
Molluscs	10	8	NA	1	1	<1	2	0	0
Other Fishery Products	21	23	*6	1	1	<1	0	0	0
AGRICULTURAL PRODUCTS TOTAL	1,376	1,221	1,322	161	90	148	12	7	0
AGRICULTURAL, FISH & FORESTRY TOTAL	1,575	1,405	1,562	188	110	168	12	8	0

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS**South Africa - Top 15 Suppliers****CONSUMER-ORIENTED AGRICULTURAL IMPORTS**

(\$1,000)	2000	2001	2002
Australia	41719	31048	NA
United States	39622	27600	NA
France	23346	25542	NA
Brazil	16529	23816	NA
United Kingdom	31414	21703	NA
Netherlands	22305	19218	NA
Italy	20943	17326	NA
Germany	18766	17268	NA
New Zealand	22048	16792	NA
Ireland	10716	16633	NA
China (Peoples	18892	14398	NA
Austria	14841	11603	NA
Switzerland	8149	9711	NA
Zimbabwe	12338	8686	NA
Belgium	12371	7652	NA
Other	101196	93200	NA
World	415268	362258	0

FISH & SEAFOOD PRODUCT IMPORTS

(\$1,000)	2000	2001	2002
Philippines	8049	8621	NA
Thailand	6945	7841	NA
Mozambique	3709	5509	NA
India	4779	4929	NA
Taiwan (Estimat	1853	4646	NA
Norway	3454	3831	NA
New Zealand	2612	1888	NA
Japan	341	1753	NA
Korea, Republic	882	1712	NA
China (Peoples	1865	1476	NA
Spain	2559	1370	NA
Singapore	1329	1216	NA
United States	1627	1105	NA
Portugal	1321	1095	NA
Australia	1550	974	NA
Other	10112	7357	NA
World	52996	55322	0

